

REMARKS

Claim 10 has been rejected as being anticipated by Matsumoto. **The Examiner is incorrect when stating that Matsumoto teaches subtracting from said system from said stored internet information internet traffic from links from other websites and not from direct logins to said website. Further, The Examiner is incorrect that Matsumoto teaches comparing timing and location of advertising to timing and location of when a user logs on to said internet site.**

Further, the Examiner is incorrect that Matsumoto teaches determining which source of advertising caused a user to log onto the internet site by comparing timing and location of advertising to timing and location when a user logs onto the internet site. The sections cited by the Examiner relate to analysis of the user's behavior once the user has logged onto the website. This relates to showing which pages the user is on the website, the time and date the user entered the website and the user's IP address. It does not show why the user chose this website or through what advertisement the user looked at prior to entering the website. In the case of Matsumoto, a URL is in the advertisement and when the user types in the specific URL, the invention of Matsumoto knows which advertisement based on the URL led the user to the website. For all of these reasons Matsumoto does not anticipate or make obvious the above claim.

The Examiner has rejected Claims 1, 2, and 4-9 as being obvious over Matsumoto in view of Goldberg. **Matsumoto does not teach that the system compares information from the first database with information from the index log file to determine which of said non-internet ads generated the web clicks. In fact, how can it compare when it only has a single database and nothing else to compare it to.** The Examiner has stated that he agrees that Matsumoto uses a URL imbedded in the ad and therefore no comparison is done. The Examiner states Goldberg teaches two databases. However, one does not just need the teaching of a second database but needs motivation to combine the references. In this case, Matsumoto teaches an embedded URL. In the present invention, there can be no embedded URL since the user is getting the web address from the TV, radio or newspaper. Further, by adding the second database, Matsumoto would have no use for it, and it would not be an improvement from what is taught in Matsumoto. The claims of the present invention teach a totally new and inventive way of determining what advertisements lead to certain web clicks and therefore the prior art does not anticipate or make obvious such claims. For these reasons and the reasons stated above, the above claims are not obvious over the prior art.

Applicant now believes the application is in condition for allowance.

"EXPRESS MAIL" Mailing Label No. EM 490589155 US

Date of Deposit: December 12, 2011

I hereby certify that this paper or fee is being

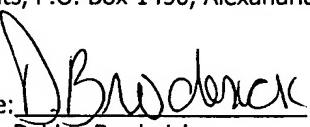
deposited with the United States Postal Service

"Express mail Post Office to Addressee"

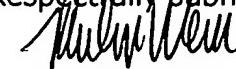
service under 37 C.F.R. 1.10 on the date indicated

above and is addressed to the Commissioner

for Patents, P.O. Box 1450, Alexandria, VA 22313

Signature: 
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Respectfully submitted,



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